

From: George Morino/=TMS/Toyota. Sent:9/18/2007 3:44 PM.  
To: [ - ] Chris Santucci/=WDC/Toyota\_NY@TOYOTA\_NY.  
Cc: [ - ] Christopher Tinto/=WDC/Toyota\_NY@Toyota\_NY;Kirk Forsht/=TMS/Toyota@toyota;Michiteru Kato/=HINPO/TMC0@TMC0.  
Bcc: [ - ] .  
Subject: Fw: CONFIDENTIAL - DRAFT Documents.

Chris:

After much thought, I'm taking your advice and incorporating additional changes. Please don't send the letter to Erika yet.

George Morino  
National Manager  
Quality Compliance Department  
Product Quality and Service Support  
Toyota Motor Sales, U.S.A., Inc.  
Tel. 310-468-3392  
Fax 310-468-3399

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----- Forwarded by George Morino/TMS/Toyota on 09/18/2007 03:43 PM -----

George Morino/TMS/Toyota  
09/18/2007 02:06 PM  
To Chris Santucci/WDC/Toyota\_NY@TOYOTA\_NY  
cc Christopher Tinto/WDC/Toyota\_NY@Toyota\_NY, Kirk Forsht/TMS/Toyota@toyota, Michiteru Kato/HINPO/TMC0@TMC0  
Subject Re: CONFIDENTIAL - DRAFT Documents

Hi Chris:

The letter does say that "if the mat is not secured and moves forward it can interfere with the accelerator pedal." I feel that if we push this more, we may get close to crossing the line in blaming the customer... I think its all about the nuances.

In recent months, Lexus has received reports regarding the optional Lexus All Weather Floor Mat slipping forward and interfering with the movement of the accelerator pedal. (Please see the diagram for the specific mat involved). Lexus has investigated these reports and determined that if the optional Lexus All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal from returning to the idle position. If this condition occurs, in the worst case, it may increase the possibility of a crash.

Also, I was very concerned about the customer in Chicago that Scott Yon visited. The customer didn't realize that the floor mat was no longer clipped after the carwash (interior cleaning). I think many customers just assume their mats are clipped in without really verifying it. I don't want the customer to have a false sense of security...

In terms of the retention clips, the Lexus vehicles all come with the retention clips because the carpeted floor mat is factory standard, but the Toyota vehicles do not. The Camry only has retention clips if the customer bought the optional Carpeted and/or All Weather Floor Mat. (And no, unfortunately I don't have the horsepower to start giving

retention clips away for free at this point. May be Kirk will in a few years). I was afraid it may lead to Toyota sounding like we were trying to down play a serious condition by stating it can happen on any model (dragging down our competitors as we go down) or back to "why don't you fix the accelerator pedal?". We will include something in the media and customer Q&A.

If in general, TMA is okay that we got all the pieces that NHTSA wanted in the letter, we will begin our normal processes at TMS. After I confirm with TMC that 09/26 is the magic date, I'm going to try and set up our normal pre-x-day meeting with Corporate Communications on Thursday (09/20) afternoon or Friday (09/21).

I'm sorry you had to review this at the airport. But please take comfort in knowing that you save the company on a daily basis!

Thank you again for all your help!

George Morino  
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Chris Santucci/WDC/Toyota\_NY@TOYOTA\_NY  
09/18/2007 01:36 PM  
To Christopher Tinto/WDC/Toyota\_NY@Toyota\_NY  
cc George Morino/TMS/Toyota@TOYOTA, Kirk Forsht/TMS/Toyota@Toyota, Michiteru Kato/HINPO/TMC0@TMC0  
Subject Re: CONFIDENTIAL - DRAFT Documents

George, I think both are fine and we can review them with Erika if you concur. One thing to consider is including a statement that the mats cannot interfere with the pedal if they are properly secured. We say the mat can interfere if unsecured, if double stacked, and we say to secure them, but maybe we need to say specifically that it can't move forward if clipped. I don't know where you would include this, and NHTSA might consider it a "disclaimer," but it is a fact and important to note. I don't have a problem with trying it. Let me know what you think.

As for your question about fixing the vehicle, you could have an answer that includes the retention clips.

Regards,

Chris Santucci - Assistant Manager  
Technical and Regulatory Affairs  
Toyota Motor North America, Inc.  
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email: Chris\_Santucci@tma.toyota.com

Note: We cannot receive attachment extensions listed below.  
.exe, .com, .pif, .scr, .cmd, .bat, .vbs, .lnk, .htm, .html, .shs, or .zip

Christopher Tinto/WDC/Toyota\_NY

09/18/2007 02:53 PM

To George Morino/TMS/Toyota@TOYOTA

cc csantucci@tma.toyota.com, Kirk Forsht/TMS/Toyota@Toyota, Michiteru Kato/HINPO/TMC0@TMC0

Subject Re: CONFIDENTIAL - DRAFT Documents

George - looks good to me - I spoke to Chris S. who will TRY to review it while in the airport (he is at an NCAP test today).

One comment on the press release:

In late September, 2007, Toyota will send a preliminary Safety Recall notification to owners of the involved vehicles (GEORGE – should this say "...Toyota will BEGIN sending ...notifications to ..."? ) to inform them of the recall and the timing when the replacement All Weather Floor Mat for the driver's seating position will become available. Once the replacement mat is available, it will be exchanged at no charge to owners.

Best Regards,  
Chris

Chris Tinto

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Vice President, Technical and Regulatory Affairs, Safety

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email: Chris\_Tinto@tma.toyota.com

George Morino/TMS/Toyota@TOYOTA

09/18/2007 02:27 PM

To Christopher Tinto/WDC/Toyota\_NY@TOYOTA\_NY, csantucci@tma.toyota.com

cc Kirk Forsht/TMS/Toyota, Michiteru Kato/HINPO/TMC0@TMC0

Subject CONFIDENTIAL - DRAFT Documents

Hi Chris and Chris:

We greatly appreciate your hard work in dealing with these issues. Mitch requested that I have you review the DRAFT Owner Letter and Press Release prior to us taking it further within TMS. Please don't share these documents with any other party yet.

[DRAFT Owner Letter (Lexus version)]

The Camry letter would basically be the same with the exception of the vehicle brand/name (picture of the mat will also say Camry) and the following additional bullet point in the "What if you experience accelerator pedal interference prior to your appointment?" section:

In a traditional key ignition vehicle, if you can safely stop the vehicle, turn the ignition key to the ACC position. Again, by turning the key to the ACC position, you will lose both power brake assist and power steering. Do not remove the key from the ignition. If you remove the key from the ignition, the steering wheel will lock.

[DRAFT Press Release]

I thought about including the following paragraph in the Press Release, but then it starts to sound like something is wrong with the vehicle and we are trying to hide it. It begs the question, "why don't you fix something in all the vehicles so it can't happen with any mat?" therefore I didn't include it. What do you think?

If the 2007 through early 2008 model year Camry or ES 350 vehicle does not have the Toyota or Lexus All Weather Floor Mat, it is NOT involved in this recall. However, during our investigation, it was noted that floor mat interference is possible in any vehicle with any combination of floor mats. Therefore, if non-Lexus floor mats are utilized, please owners are requested to make sure they are also properly secured using the appropriate retention device and not place them on top of another floor mat.

We also didn't include the START/STOP button procedures in the Press Release. A person hearing what to do on news radio, a spouse communicating to spouse that they saw something on the news, running to the get a paper and pencil to write down the information just lends itself to mass confusion. Instead, we are preparing to quickly begin mailing the owner letter (within one week) of x-day. We felt an owner letter is something the customer can refer to and keep.

A slightly earlier version of both DRAFT Owner Letter and was already reviewed with TMS Legal. We need to run the Press Release by Corporate Communications after you have an opportunity to comment and as we get closer to x-day.

We greatly appreciate your assistance.

George Morino  
National Manager  
Quality Compliance Department  
Product Quality and Service Support  
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If you have received this message in error, please notify the sender immediately by email reply and please delete this message from your computer. Thank you. [attachment "ES 350 SR Floor Mat Owner Letter v7.doc" deleted by Chris Santucci/WDC/Toyota\_NY] [attachment "ES 350 Floor Mat Press Release v4.doc" deleted by Chris Santucci/WDC/Toyota\_NY]